

CLAIMS

1. A method comprising the following steps: transmitting a video stream;

formatting supplemental data files in a graphical markup language, each supplemental data file having instructions for rendering a hyperlink overlay on the video stream;

transmitting the supplemental data files along with the video stream.

- 2. A method as recited in claim 1 wherein the formatting step comprises formatting the supplemental data files in HTML.
- 3. A method as recited in claim 1 and further comprising a step of transmitting timing specifications with the supplemental data files indicating times for displaying the hyperlink overlays.
- **4.** A computer-readable storage medium having computer-executable instructions for performing steps as recited in claim 1.
- 5. A method as recited in claim 1 and further comprising the following additional steps:

receiving the video stream and accompanying supplemental data files; displaying the hyperlink overlays in conjunction with the video stream.

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6. A method as recited in claim 5, wherein the displaying step comprises launching an HTML-compatible browser to display the hyperlink overlays.

7. A method as recited in claim 5, wherein:

the formatting step comprises setting transparent areas of each hyperlink overlay to a key color;

the displaying step comprises displaying the video stream only in the areas of the hyperlink overlays that are set to a key color.

8. A method as recited in claim 5, wherein:

the formatting step comprises setting transparent areas of each hyperlink overlay to a key color;

the displaying step comprises launching an HTML-compatible browser to display the hyperlink overlays;

the displaying step further comprises displaying the video stream only in the areas of the hyperlink overlays that are set to a key color.

9. A method as recited in claim 5, wherein:

the formatting step comprises setting transparent areas of the hyperlink overlay to a key color;

the displaying step comprises displaying the hyperlink overlay and using color keying video hardware that displays video only in display areas that are set to a key color.

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10. A method as recited in claim 5, wherein:

the formatting step comprises setting transparent areas of the hyperlink overlay to a key color;

the displaying step comprises launching an HTML-compatible browser to display the hyperlink overlays;

the displaying step further comprises using color keying video hardware that displays video only in display areas that are set to a key color.

- 11. A method as recited in claim 5, wherein the formatting step comprises including hyperlinks in the hyperlink overlays, the method further comprising an additional step of displaying content targeted by such hyperlinks in response to selecting such hyperlinks.
- 12. A method as recited in claim 5, wherein the formatting step comprises including hyperlinks in the hyperlink overlays, the method further comprising an additional step of replacing any currently displayed hyperlink overlay with content targeted by such hyperlinks in response to selecting such hyperlinks.
- 13. A method as recited in claim 5, wherein the formatting step comprises including hyperlinks in the hyperlink overlays, the method further comprising an additional step of opening new viewing windows for displaying content targeted by such hyperlinks.

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14. A method as recited in claim 5, wherein the formatting step comprises including hyperlinks in the hyperlink overlays, the method further comprising an additional step of launching application programs as required to render content targeted by such hyperlinks.

15. A computer-readable storage medium having computer-executable instructions for performing steps as recited in claim 5.

16. A method comprising the following steps:

transmitting a video stream;

formatting HTML files having instructions for rendering hyperlink pages, the hyperlink pages having transparent areas that are set to a key color;

associating the HTML files with the video stream;

displaying the hyperlink pages on a display;

displaying the video stream on the display in areas of displayed hyperlink pages that are set to a key color.

17. A method as recited in claim 16, and further comprising the following additional steps:

transmitting timing specifications with the HTML files indicating times for displaying the hyperlink pages;

the step of displaying the hyperlink pages being performed at the times indicated by the timing specifications.

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- 18. A method as recited in claim 16, wherein the step of displaying the hyperlink pages comprises launching an HTML-compatible browser.
- 19. A method as recited in claim 16, wherein the step of displaying the video stream comprises using color keying video hardware that displays video only in display areas that are set to a key color.
- 20. A method as recited in claim 16, further comprising an additional step of displaying content targeted by hyperlinks in response to selecting such hyperlinks.
- 21. A method as recited in claim 16, further comprising an additional step of replacing any currently displayed hyperlink pages with content targeted by hyperlinks in response to selecting such hyperlinks.
- 22. A method as recited in claim 16, the method further comprising an additional step of opening new viewing windows for displaying content targeted by hyperlinks in displayed hyperlink pages.
- 23. A method as recited in claim 16, further comprising an additional step of launching application programs as required to render content targeted by hyperlinks in displayed hyperlink pages.

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24. A method comprising the following steps: receiving a video stream;

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associating one or more hyperlink pages with the video stream, the hyperlink pages having transparent areas that are set to a key color;

displaying the hyperlink pages on a display;

displaying the video stream on the display in areas of displayed hyperlink pages that are set to a key color.

- 25. A method as recited in claim 24, wherein the step of displaying the hyperlink pages comprises launching an HTML-compatible browser.
- 26. A method as recited in claim 24, wherein the step of displaying the video stream comprises using color keying video hardware that is configured to display video only in display areas that are set to a key color.
 - 27. A method as recited in claim 24, wherein:

the step of displaying the hyperlink pages comprises launching an HTML-compatible browser;

the step of displaying the video stream comprises using color keying video hardware that is configured to display video only in display areas that are set to a key color.

28. A method as recited in claim 24, further comprising an additional step of displaying content targeted by hyperlinks in response to selecting such hyperlinks.

29. A method as recited in claim 24, further comprising an additional step of replacing any currently displayed hyperlink pages with content targeted by hyperlinks in response to selecting such hyperlinks.
30. A method as recited in claim 24, the method further comprising an

- 30. A method as recited in claim 24, the method further comprising an additional step of opening new viewing windows for displaying content targeted by hyperlinks in displayed hyperlink pages.
- 31. A method as recited in claim 24, further comprising an additional step of launching application programs as required to render content targeted by hyperlinks in displayed hyperlink pages.
- 32. A computer-readable storage medium having computer-executable instructions for performing steps comprising:

receiving a video stream;

associating one or more hyperlink pages with the video stream, the hyperlink pages having transparent areas that are set to a key color;

displaying the hyperlink pages on a display;

displaying the video stream on the display in areas of displayed hyperlink pages that are set to a key color.

33. A computer-readable storage medium as recited in claim 32, wherein the step of displaying the hyperlink pages comprises launching an HTML-compatible browser.

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- 34. A computer-readable storage medium as recited in claim 32, wherein the step of displaying the video stream comprises using color keying video hardware that is configured to display video only in display areas that are set to a key color.
- 35. A computer-readable storage medium as recited in claim 32, wherein:

the step of displaying the hyperlink pages comprises launching an HTML-compatible browser;

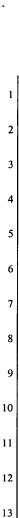
the step of displaying the video stream comprises using color keying video hardware that is configured to display video only in display areas that are set to a key color.

- 36. A computer-readable storage medium as recited in claim 32 having further computer-executable instructions for performing the additional step of displaying content targeted by hyperlinks in response to selecting such hyperlinks.
- 37. A computer-readable storage medium as recited in claim 32, having further computer-executable instructions for performing the additional step of replacing any currently displayed hyperlink pages with content targeted by hyperlinks in response to selecting such hyperlinks.

- 38. A computer-readable storage medium as recited in claim 32, having further computer-executable instructions for performing the additional step of opening new viewing windows for displaying content targeted by hyperlinks in displayed hyperlink pages.
- 39. A computer-readable storage medium as recited in claim 32, having further computer-executable instructions for performing the additional step of launching application programs as required to render content targeted by hyperlinks in displayed hyperlink pages.

40. A video broadcast system comprising:

- a broadcast source that broadcasts a video stream and provides accompanying supplemental data files, each supplemental data file having instructions for rendering a hyperlink overlay on the video stream;
- a receiver configured to receive the video stream and accompanying supplemental data files and to display the hyperlink overlays in conjunction with the video stream.
- 41. A video broadcast system as recited in claim 40, wherein the supplemental data files are formatted in HTML.
- **42.** A video broadcast system as recited in claim 40, wherein the broadcast source provides timing specifications with the supplemental data files indicating times for displaying the hyperlink overlays relative to the video stream.



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43. A video broadcast system as recited in claim 40, further comprising an HTML-compatible browser that the receiver launches to display the hyperlink overlays.

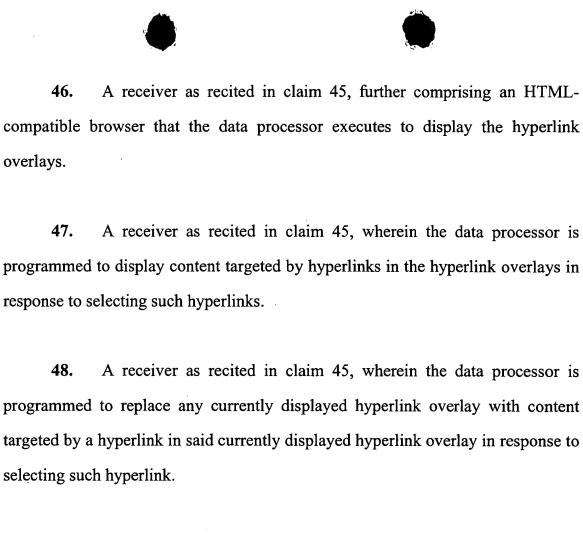
- 44. A video broadcast system as recited in claim 40, wherein the receiver comprises color keying hardware that displays video only in display areas that are set to a key color, the hyperlink overlays having transparent areas that are set to a key color.
- 45. A receiver for receiving and displaying video streams, comprising: display hardware for displaying video streams and bit-mapped images to a user;

the display hardware including color keying hardware that displays video in display areas that are set to a key color;

access means for reading supplemental data files that have instructions for rendering bit-mapped hyperlink overlays in conjunction with the video stream at indicated times;

a data processor that reads the supplemental data files and in response displays the hyperlink overlays at the indicated times, wherein the hyperlink overlays have transparent areas that are set to a key color, the hyperlink overlays thus appearing to overlay the video streams.

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- 49. A receiver as recited in claim 45, wherein the data processor is programmed to open a new viewing window for displaying content targeted by a particular hyperlink in response to selecting the particular hyperlink.
- 50. A receiver as recited in claim 45, wherein the data processor is programmed to launch application programs as required to render content targeted by hyperlinks in hyperlink overlays.

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